

**ACADEMIC STAFF COLLEGE
JAMIA MILLIA ISLAMIA
NEW DELHI**

**ASC Refresher's Course in Commerce & Business Management
(November to December , 2012)**

**Theme of the Refresher's Course in Commerce & Business Management:
"Managing Business in Changing Global Environment"**

The change which is taking place in the business environment at global level has made the business and management people to think about its impact on the manner the business should be managed.

Changes at knowledge level, political and social level, and in international labour market, IT and health level; all boosted a paradigm shift in business and management. The success or failure of a firm would depend on how it understands the paradigm shift and adapts to the changing global environmental turbulence.

The change has brought both negative and positive impact for business and management. There is need to find out and understand the principles and strategies needed by business and management to respond to the requirements of changing global environment.

Keeping in view the above objectives the deliberation on the relevant sub-themes would be initiated. Panel Discussion and faculty seminar would also be organised.

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